



NEWS RELEASE

PRESS OFFICE

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Park Bank Vice President Wins Wisconsin's SBA 2006 Women in Business Champion Award

Brookfield: Susan Kay Eick, Vice President of Commercial Banking at Park Bank has won Wisconsin's SBA Women in Business Champion Award.

From the onset of Susan's career in commercial banking, more than seventeen years ago, she has been a steadfast champion for women owned businesses. With a persuasive advisory style along with excellent listening skills, Susan adopted a professional standard that allows her customers to avail themselves of her large network of advisors, products and ancillary services that compliment her customers' individual needs.

Sue has assisted more than 750 businesses throughout her career. She is constantly using credit enhancements to mitigate concerns start-ups, expansions, and new businesses present to commercial lenders. Sue recognizes that the mitigation is a temporary concern and approaches these discussions with respect and enthusiasm that builds a strong customer relationship. In her work with Park Bank, she tries to lead the bank's efforts to target new marketing campaigns and expand business networking events to her core customer base—women owned businesses.

Sue belongs to TEMPO/Envision which is a professional development and networking organizations serving Waukesha County. Geared to serve women in leadership positions in business, the organization serves owners and managers alike. Sue is an active participant and serves on the luncheon committee. Sue served on Wisconsin Women's Business Initiative Corp's (WWBIC) loan committee while working for Firststar. She then joined WWBIC's staff where she was able to transform the loan process for hundreds of minority and women owned businesses seeking help. She influenced the creation of hundreds of business plans with practical easy to understand advice and guidance.

The winner of this award is determined by how an individual demonstrates active support for legislative or regulatory action designed to help small business, their efforts to increase business and financial opportunities for women and legal, financial or managerial assistance provided to enhance women's business ownership. The determination also includes the applicant's volunteer efforts to strengthen the role of women owned businesses in the community and other accomplishments demonstrating effectiveness in improving environment for the creation and expansion of women owned businesses.

Sue has a strong work ethic and remains dedicated to women owned businesses she comes in contact with and has a highly refined ability to design, speak at and serve a diverse group of women from a variety of socioeconomic and ethnic backgrounds. Sue will receive her award at SBA's 21st Small Business Awards Breakfast on Friday, May 19, 2006 at the Milwaukee Marriott West in Waukesha. For more information on the Breakfast, call (414) 297-1093.

Additional information about SBA's programs and services is available at SBA's Web site: www.sba.gov and Wisconsin's SBA Website: www.sba.gov/wi

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